# Success Story

Profile CEO
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**How to successfully initiate a new division – from concept to fruition**

I was brought into the game as driving force behind the development of a new business for an existing private company.

Firstly, I undertook an in-depth study of new business lines that could complement the existing structure and came up with the most viable business opportunity: a new business line in the area of Internet security services.

For the financial year 2006-2007, estimated sales worldwide were suggested at USD $5 Billion. On this basis, sales for Australia were projected at USD $1 Billion. Within the stage 1 expansion into Asia, the potential market for these products alone was close to USD $ 2 Billion.

Many of the new products were placed in the new company, which was to be launched separately, although it was still part of the original group. The idea of keeping it separate without using the existing corporate infrastructure was not part of my initial recommendation. However it was a long term suggestion in the event that the new company would be sold off at a later stage.

I selected highly recommended companies with quality products and travelled extensively to the U.K., continental Europe, and the USA.

By promoting the existing companies operation I was able to develop and sell the concept of a country partner to our overseas suppliers for these product ranges, being the single first port of call for all sales, design and service enquiries for Australia, New Zealand and all of Asia (at this point not including China). This enabled us to achieve very high discounts for these products.

The company was formed and I was contracted as iCEO for a 6 month period.

Sales and design departments in both companies were very involved in training and development for the introduction of the new product lines.

Many infrastructure components had to be developed from the beginning, including the concept of vertical market penetration; however the greatest emphasis was given to the area of our own channel partners and resellers. The Internet paid a larger than average role in the sales and supply administration for the entire group, including the regional and mobile staff members. Face to face involvement was kept to the forefront especially in the areas of the interface between clients and channel partners.

The company's initial first year target was exceeded and the current years are also ahead of budget.

Although I am not involved with its day to day operation anymore, I was very rewarded by the project. At this point, I must give a large measure of the kudos for this success to my team, of which one was given the job of CEO at my suggestion.